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IN THE SPECIFICATION:

Please amend the following paragraphs as indicated:

[0020] The startup element (130) is coupled to a potential coupler (150) which couples the startup element to a potential source outside the reflector assembly (100). The potential coupler (150) may also be of sufficient structural strength to hold the startup element (130) in place. Thus, the coupler (150) may provide both potential and support. The potential coupler (150) holds the startup element (130) in position at a designated distance from the reflector opening (140). In addition one embodiment, the potential coupler (150) may include a wire for providing a potential to the startup element (130) that is coupled to a support structure for holding the startup element (130) in place. The support structure may be a thin rod of metal of sufficient stiffness to support the wire. ~~In addition, the potential couple may provide both potential and support.~~ Further, the support structure may be coupled to the reflector (110) at one or more locations. The potential coupler (150) allows the startup element (130) to be coupled to an external potential source while providing sufficient support to the startup element (130) to allow a lamp to be removably coupled to the startup element (130).

[0030] During the useful life of the lamp assembly (210), the lamp assembly may remain coupled to the reflector assembly (100). When the lamp (220) has surpassed its useful life, the lamp assembly (210) may be independently replaced, without replacing the reflector assembly (100) portion of the light generation assembly (200), which includes the startup element (130). In addition, use of the startup element ~~(110)~~ (130) prolongs the life of the lamp (220), which further reduces the operating costs of the system.